FIG. 1

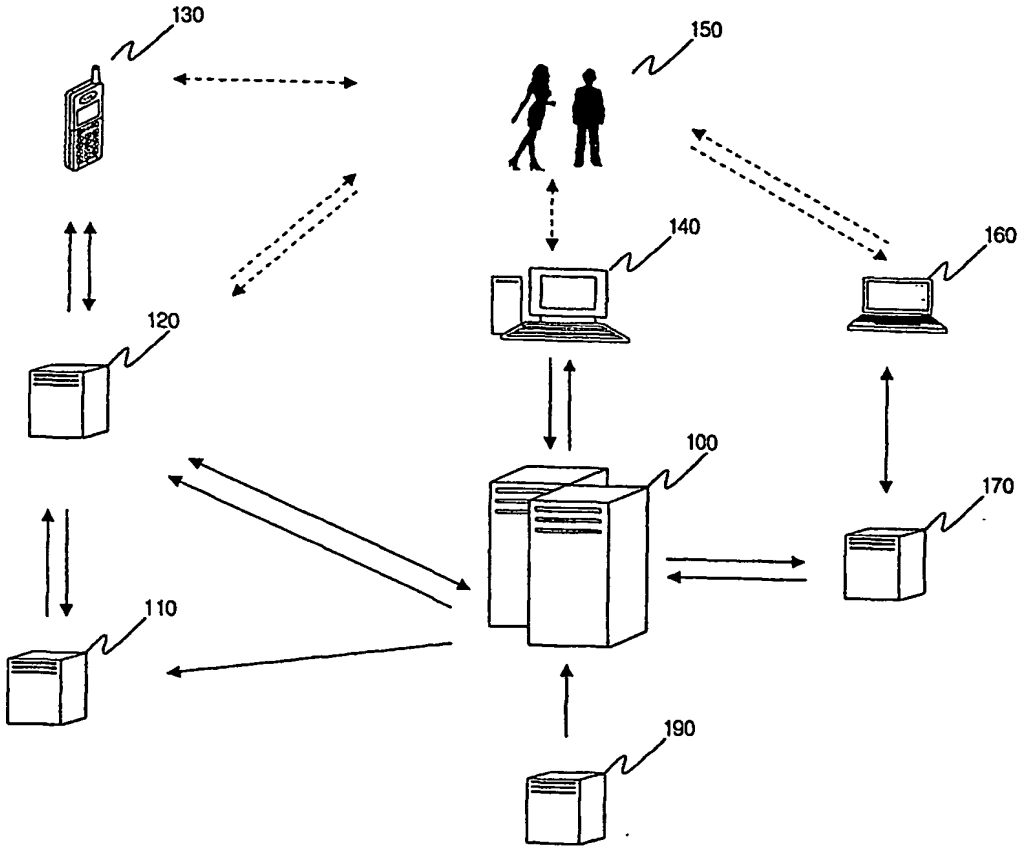


FIG. 2

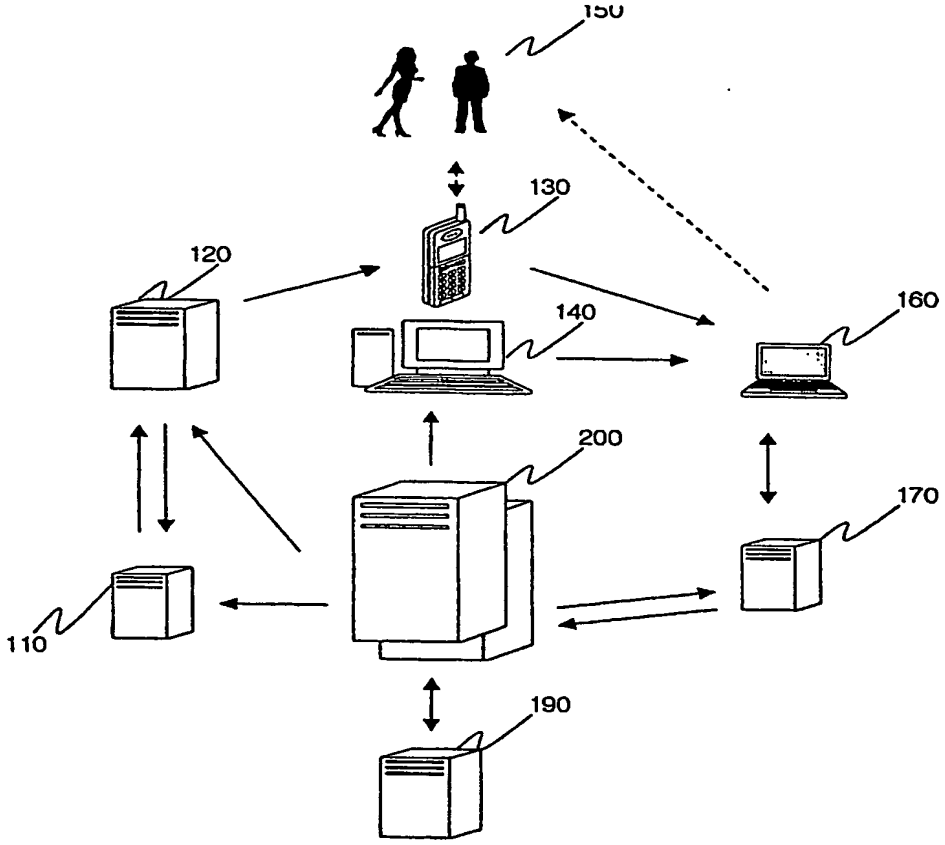


FIG. 3

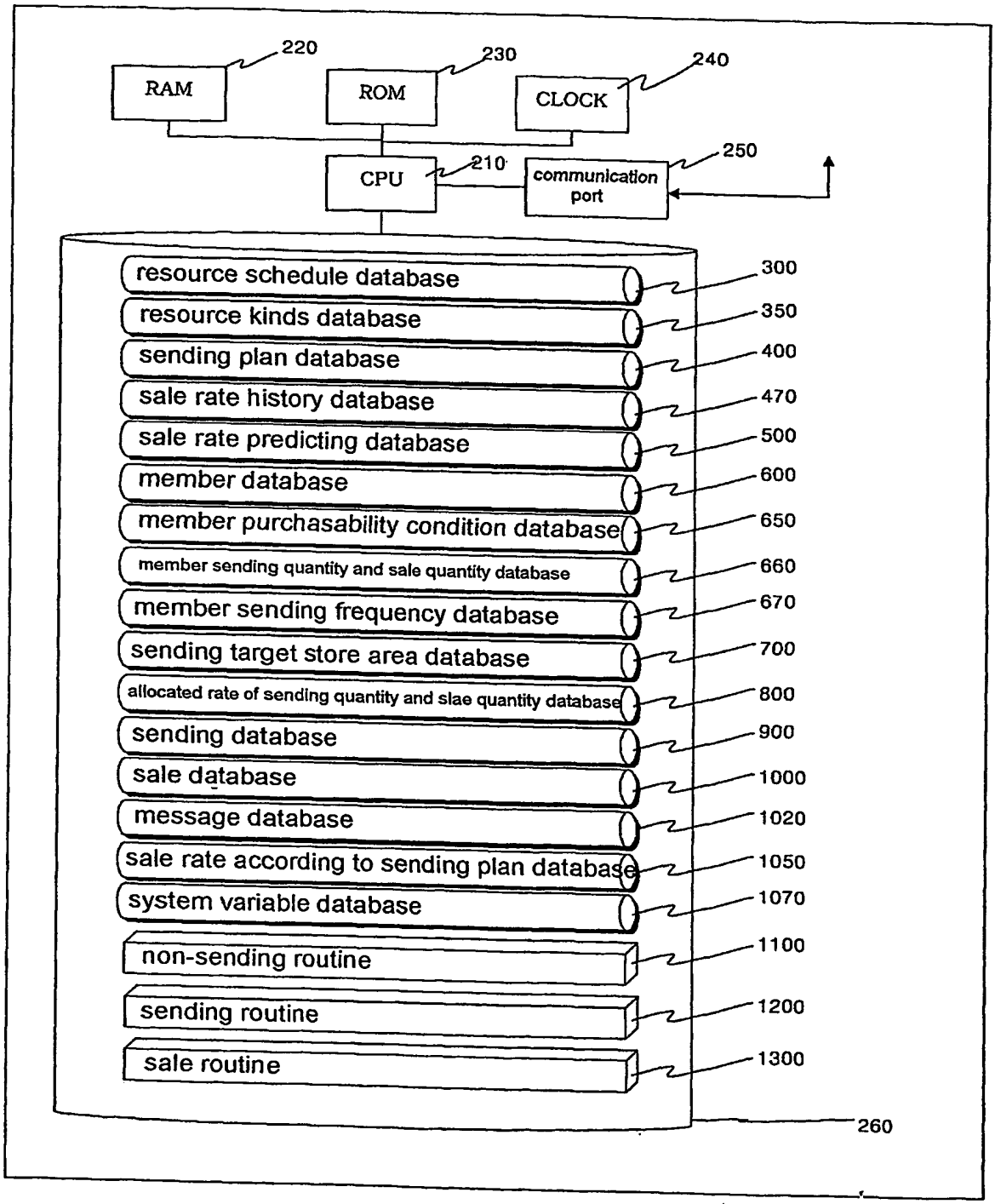

RAM
220
ROM
230
CLOCK
240
CPU
210
communication port
250
resource schedule database
300
resource kinds database
350
sending plan database
400
sale rate history database
470
sale rate predicting database
500
member database
600
member purchasability condition database
650
member sending quantity and sale quantity database
660
member sending frequency database
670
sending target store area database
700
allocated rate of sending quantity and slae quantity database
800
sending database
900
sale database
1000
message database
1020
sale rate according to sending plan database
1050
system variable database
1070
non-sending routine
1100
sending routine
1200
sale routine
1300
260
100,200

FIG. 4

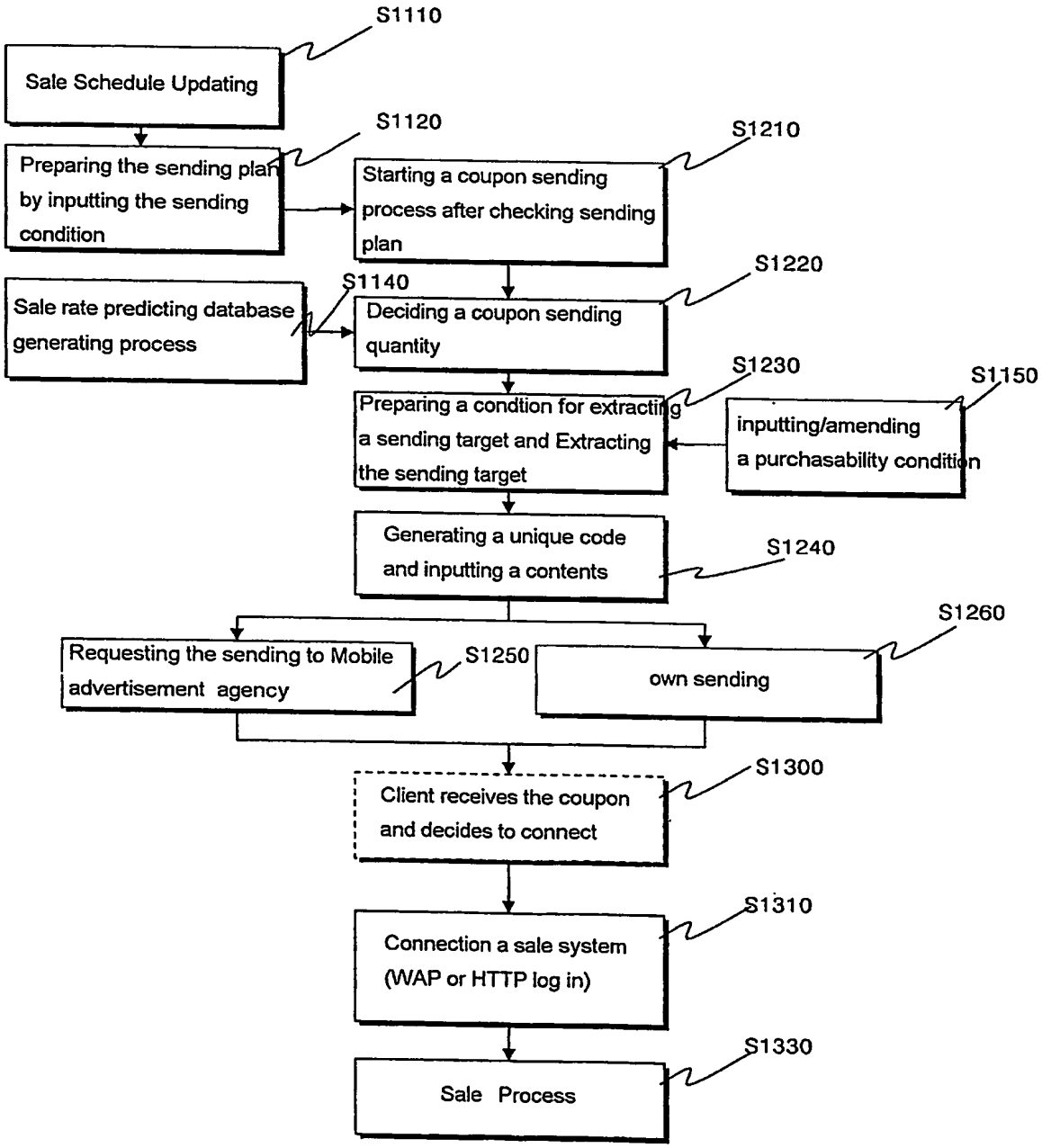

S1110
Sale Schedule Updating
S1120
Preparing the sending plan by inputting the sending condition
S1210
Starting a coupon sending process after checking sending plan
S1140
Sale rate predicting database generating process
S1220
Deciding a coupon sending quantity
S1230
Preparing a condtion for extracting a sending target and Extracting the sending target
S1150
inputting/amending a purchasability condition
Generating a unique code and inputting a contents
S1240
Requesting the sending to Mobile advertisement agency
S1250
own sending
S1260
Client receives the coupon and decides to connect
S1300
Connection a sale system (WAP or HTTP log in)
S1310
Sale Process
S1330

FIG. 5

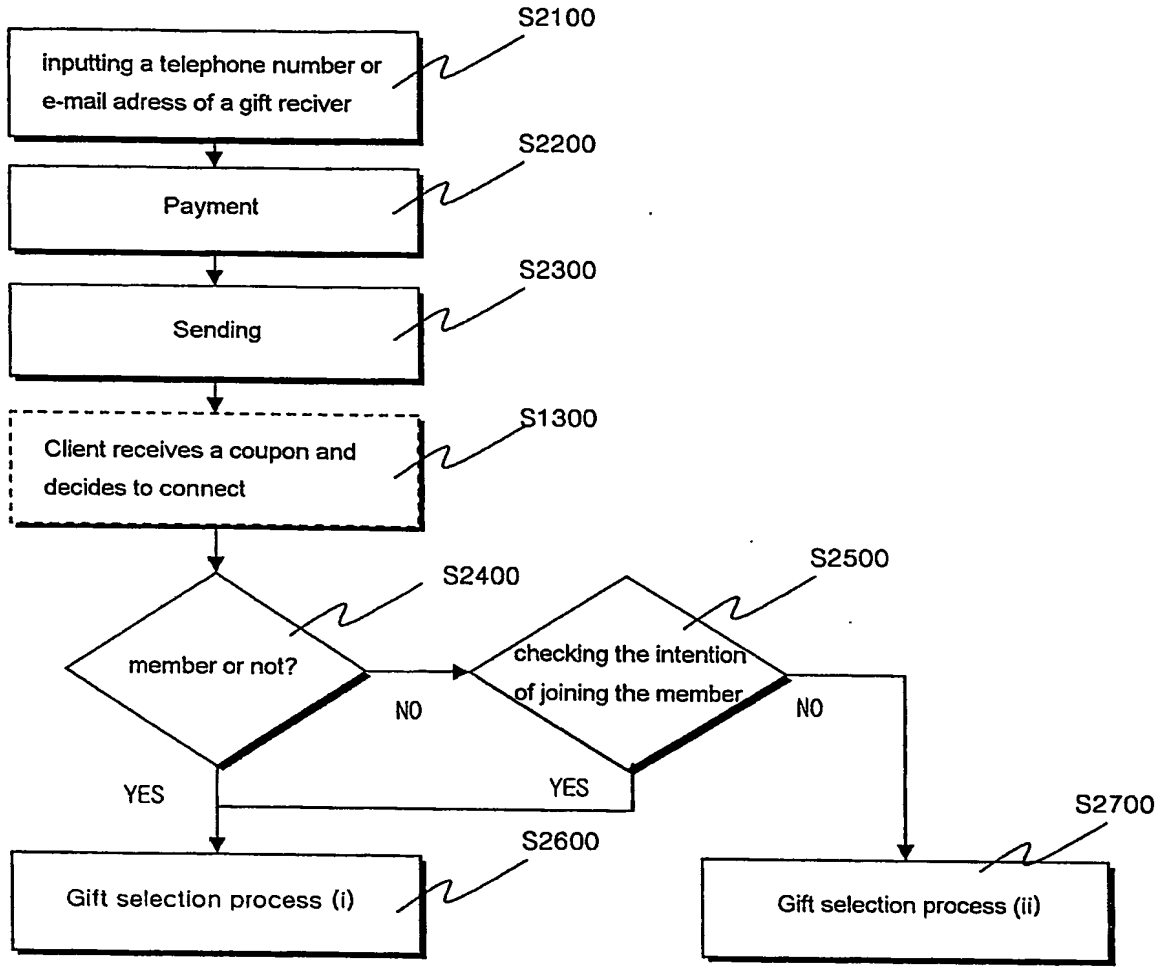

S2100
inputting a telephone number or e-mail adress of a gift reciver
S2200
Payment
S2300
Sending
S1300
Client receives a coupon and decides to connect
S2400
member or not?
NO
S2500
checking the intention of joining the member
NO
YES
YES
S2600
Gift selection process (i)
S2700
Gift selection process (ii)

FIG. 6

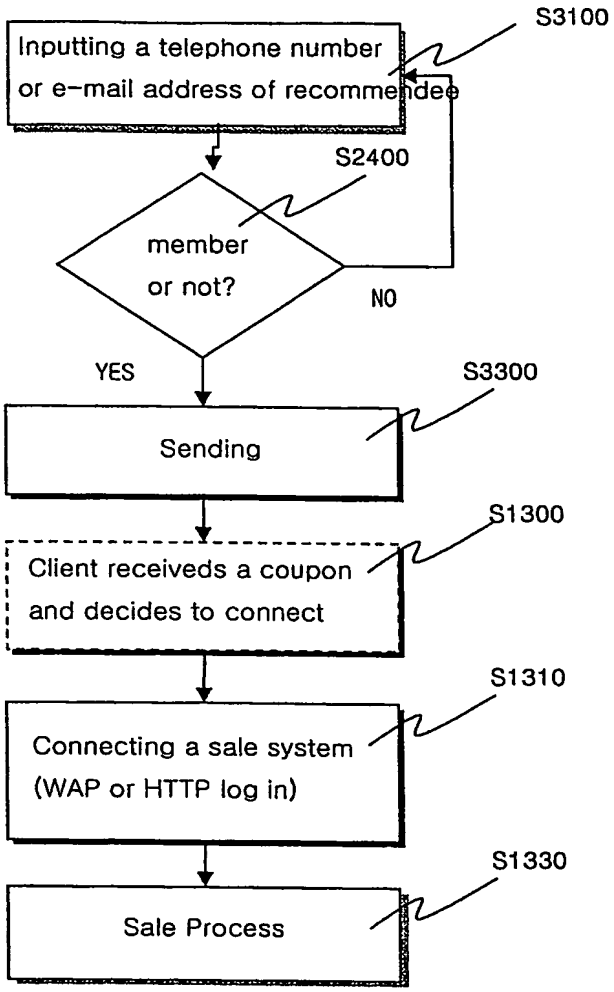

S3100
Inputting a telephone number or e-mail address of recommendee
S2400
member or not?
NO
YES
S3300
Sending
S1300
Client receiveds a coupon and decides to connect
S1310
Connecting a sale system (WAP or HTTP log in)
S1330
Sale Process

FIG. 7

Product schedule database(300)

Sale Closing Time	May 12, 2003 (Time: 09:40)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 14:20)
Product Name	Matrix	Matrix	Matrix
Store Name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Price	7,000 KRW	7,000 KRW	7,000 KRW
Frequency	1	2	3
Salable Quantity	100 Seats	100 Seats	100 Seats
Sending Quantity	200	240	245

FIG. 8

Kind of product database

Kind of Product	Movie	Air Ticket	Hotel	Fruit
Limitation of product sending frequency	2	2	1	4
Managing Period of product sending frequency	1 Month	1 Month	1 Month	1 Month

FIG. 9

Sending plan database(400)

Sale closing time	May 12, 2003 (Time: 09:40)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 14:20)
Product Name	Matrix	Matrix	Matrix	Matrix
Store Name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Limitation of purchasing production	NO	NO	NO	NO
Sending Target	Own Member	Own Member	Own Member	Own Member
Sending Method	Text Message	Text Message	Text Message	Text Message
Multiple of Sending quantity	2	2	2	2
Message code	114	115	116	117
Sending Time	May 12, 2003 (Time: 07:40)	May 12, 2003 (Time: 10:00)	May 12, 2003 (Time: 10:00)	May 12, 2003 (Time: 12:20)
P Time	2:00	2:00	2:00	2:00
Sale quantity before P time	5	6	6	6
Predicting balance on closing	95	94	94	94
Sale quantity on closing	15	21	21	20
Sending quantity vs allocating rate	100%	50%	50%	100%
Sending quantity for calculation vs sale quantity	5%	5%	5%	5%

FIG. 10

Sale rate history database

Product Name	Matrix	Matrix	Matrix	Matrix	Matrix
Sale closing Time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Store Name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Sale quantity checking time	May 11, 2003 (Time: 11:00)	May 11, 2003 (Time: 11:10)	May 11, 2003 (Time: 11:20)	May 11, 2003 (Time: 11:30)	May 11, 2003 (Time: 11:40)
Sale quantity	2	2	2	3	3

FIG. 11

Sale rate predicting database(500)

Product Name	Movie	Movie	Movie	Movie	Movie	Movie	Movie
P time	2:00	2:00	2:00	2:00	2:00	2:00	2:00
Sale quantity before P time	1%	2%	3%	4%	5%	6%	7%
Sale quantity befor closing	2%	4%	6%	7%	9%	11%	13%

FIG. 12

Member database(600)

Member Number	hong1425	spring113	herjune11
Password	******	******	******
Name	Kil-dong HONG	Choon-hyang SUNG	Jun HUH
Sex	Male	Female	Male
Cellular Phone Number	011-123-4567	016-456-7890	019-789-1234
Resident Registration Number	830406-1938547	701217-2846562	910415-1986342
Home Address	196-3 Sinsa-dong, Kangnam-gu, Seoul	96-4 Yongdoo-dong, Namwon-si, Jeonranam-do	34-5 Pocheol-dong, Woolsan-si, Gyungsangnam-do
Company Address	49-2 Hyehwa-dong, Jongro-gu, Seoul	4-96 Sami-dong, Namwon-si, Jeonranam-do	4-78 Pogong-dong, Woolsan-si, Gyungsangnam-do
Activity Area	Kangnam-station	Kwanghanroo	Front of Pohangjecheol
Single/Married	Married	Single	Married
Occupation	Company employee	Company employee	Company employee
E-mail Address	hong1425@hatmail.com	spring@mong.com	june@may.com

FIG 13.

Member Purchasablity Condition Database(650)

Member Number	hong1425	spring113	herjune11
Purchasable Time	18:00 to 19:00 of Monday	18:00 to 19:00 of Tuesday	13:00 to 14:00 of Saturday
Purchasable Position	Work place	Work place	Work place

FIG. 14

Member sending quantity and sale quantity database(660)

Member Number	hong1425	hong1425	spring113	spring113	spring113	herjune11
Kind of Product	Movie	Air Ticket	Movie	Air Ticket	Hotel	Movie
Sending quantity	10	12	10	12	12	12
Sale quantity	2	1	4	0	6	3

FIG. 15

Database of sending allocated rate and sales quantity per member groups(800)

Sale closing time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Product Name	Matrix	Matrix	Matrix
Store Name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Sending Code	A001	A001	A002
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Member group	Woman college student in twenties	Jobless woman in twenties	Woman of the house in twenties
Allocated rate per member groups	42%	18%	25%
Sending quantity per member groups	101	43	60
Sale quantity per member groups	6	2	3

FIG. 16

Sending database(900)

Sale closing time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Product name	Matrix	Matrix	Matrix
Store name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Sending code	A001	A001	A002
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Unique code	93847462848748	2736464748394	15472458621
Message code	115	115	116
Member number	hong1425	spring113	herjune11
Telephone number	011-123-4567	016-456-7890	019-789-1234
E-mail address	hong1425@hatmail.com	spring@mong.com	june@may.com

FIG. 17

Sale database(1000)

Sale closing time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Product name	Matrix	Matrix	Matrix
Store name	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall	Kangnam Theater 1st Hall
Sending code	A001	A001	A002
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Unique code	93847462848748	2736464748394	15472458621
Sending routine	mobile	mobile	Mobile
Payment method	Credit card	Credit card	Credit card
Number of sale	2	3	2
Sale price	3,000 KRW	3,000 KRW	3,000 KRW
Sale date	May 12, 2003 (Time: 10:30)	May 12, 2003 (Time: 10:23)	May 12, 2003 (Time: 11:05)
Payment	Completed	Completed	Completed
Payment date	May 12, 2003 (Time: 10:31)	May 12, 2003 (Time: 10:24)	May 12, 2003 (Time: 11:06)

FIG. 18

Sending database(900)

Sale closing time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Product name	Matrix	Matrix	Matrix
Store name	Kangnam Theater 1st hall	Kangnam Theater 1st hall	Kangnam Theater 1st hall
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Unique code	93847462848748	2736464748394	15472458621
Message code	115	115	116
Member number	hong1425	spring113	herjune11
Telephone number	011-123-4567	016-456-7890	019-789-1234
e-mail address	hong1425@hatmail.com	spring@mong.com	june@may.com

FIG. 19

Sale database(1000)

Sale closing time	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 12:00)
Product name	Matrix	Matrix	Matrix
Store name	Kangnam Theater 1st hall	Kangnam Theater 1st hall	Kangnam Theater 1st hall
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Unique code	93847462848748	2736464748394	15472458621
Sale routine	mobile	mobile	mobile
Payment method	Credit card	Add up the charges	Store
Number of sale	2	3	2
Sale price	3,000 KRW	3,000 KRW	3,000 KRW
Sale date	May 12, 2003 (Time: 10:30)	May 12, 2003 (Time: 10:23)	May 12, 2003 (Time: 11:05)
Payment	Completed	Completed	Completed
Payment date	May 12, 2003 (Time: 10:31)	May 12, 2003 (Time: 10:24)	May 12, 2003 (Time: 11:06)

FIG. 20

Message database(1020)

Message code	114	115	116
Message contets	[received discount coupon for movie] 3,000 KRW per 1 movie by 12:00 for all the movies	[received discount coupon for movie] 3,000 KRW per 1 movie before 12:00 for all the movies	[received discount coupon for movie] If purchasing now, 3,000 KRW per 1 movie for all the movies

FIG. 21

Sale quantity database per sending plan(1050)

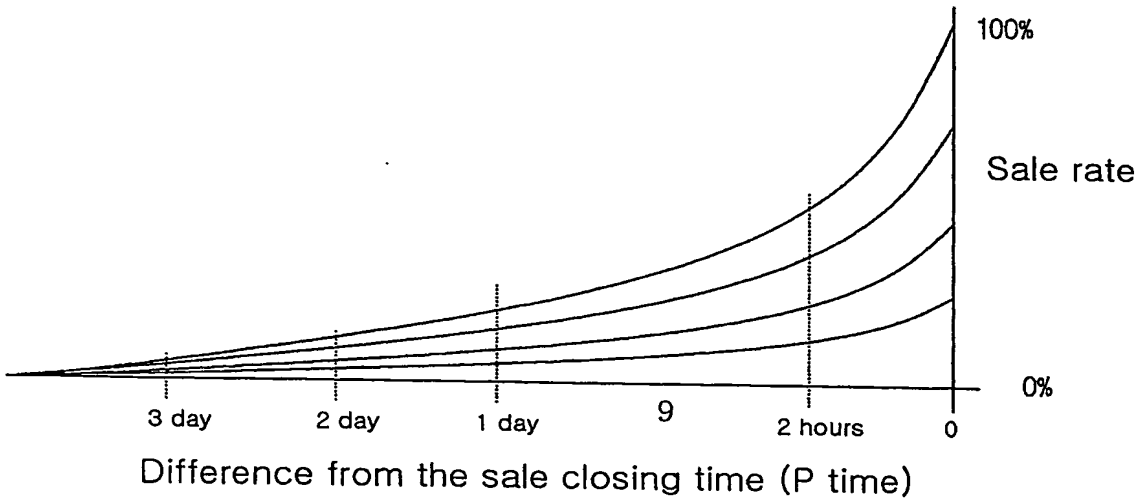
Sale closing time	May 12, 2003 (Time: 09:40)	May 12, 2003 (Time: 12:00)	May 12, 2003 (Time: 14:20)
Product name	Matrix	Matrix	Matrix
Store name	Kangnam Theater 1st hall	Kangnam Theater 1st hall	Kangnam Theater 1st hall
Limitation of purchasing product	NO	NO	NO
Sending target	Own member	Own member	Own member
Sending method	Text message	Text message	Text message
Sale quantity per sending plan	10	15	14

FIG. 22

System Variable database(1070)

Variable name	Turning point of profit and loss Sending rate/Sale rate	Limitation of personal sending Sale rate	...	
Variable value	3%	2%	...	
Variable explanation	Coupon sending rate vs sale rate in the turning point of profit and loss	Stop sending, if member sale rate is below this value	...	

FIG. 23


100%
Sale rate
0%
3 day
2 day
1 day
9
2 hours
0
Difference from the sale closing time (P time)